

Procter & Gamble Hygiene & Health Care Ltd in Tissue and Hygiene (India)

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Abstracts

The company aims to expand the sanitary protection category by offering high-value and high-priced products. It is targeting premium consumers through Whisper Ultra, whereas Whisper Choice continues to attract mid-range and new customers. The player plans to maintain its strong position through strategic initiatives designed to meet consumers' needs.

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